

# **EXHIBIT B**

Case 1:21-cv-08994-RA-GWG Document 4-3 Filed 11/03/21 Page 2 of 2

# Hearst Corporate Masterfile & Enhanced Mailing List

Hearst is one of the world's largest publishers of monthly magazines and lifestyle books, covering a broad range of topics including cooking, fashion and beauty, health and fitness, home design and decorating, relationships, and luxury lifestyles.

- Get Count
- Get Pricing
- Get More Information

SEGMENTS		COUNTS THROUGH 04/06/2021
9,108,589	TOTAL UNIVERSE / BASE RATE	\$115.00/M
9,108,589	ACTIVE SUBS/BOOK BUYERS	\$115.00/M
723,523	MAR'21 SUBS/BOOK BUYERS	+ \$17.00/M
2,465,169	3 MONTH SUBS/BOOK BUYERS	+ \$14.00/M
3,462,014	6 MONTH SUBS/BOOK BUYERS	+ \$12.00/M
3,337,070	12 MONTH EXPIRES	\$60.00/M
529,836	CHANGE OF ADDRESS	+ \$13.00/M
5,586,073	E-MAIL ADDRESSES	
	CATALOG/MERCHANDISE RATE	\$80.00/M
	CHARITABLE FUNDRAISING	\$80.00/M

DESCRIPTION
Hearst is one of the world's largest publishers of monthly magazines and lifestyle books, covering a broad range of topics including cooking, fashion and beauty, health and fitness, home design and decorating, relationships, and luxury lifestyles.
Their powerful portfolio of brands provides a dynamic audience of sophisticated men and women.
Hearst has enhanced these magazine subscribers and buyers with ConsumerView consumer demographic and lifestyle data, creating a merged and deduped masterfile of highly sought-after consumers.
Magazine titles include Bicycling, Car and Driver, Cosmopolitan, Country Living, Elle, Elle Decor, Esquire, Food Network Magazine, Good Housekeeping, Harper's Bazaar, HGTV Magazine, House Beautiful, Marie Claire, Men's Health, Popular Mechanics, Prevention, Road & Track, Runner's World, Town and Country, Veranda, Woman's Day, and Women's Health.
Hearst Specialty Masterfiles available:
Home Masterfile - includes Country Living, Elle Décor, HGTV, House Beautiful, Town & Country, Veranda
Lifestyle Masterfile - includes Food Network Magazine, Good Housekeeping, Woman's Day
Men's Masterfile - includes Car and Driver, Esquire, Men's Health, Popular Mechanics, Road & Track
Women's Masterfile - includes Cosmopolitan, Elle, Harper's Bazaar, Marie Claire, Women's Health
*****Fast Facts*****
Average Age.....53
Average Income.....\$79,000
*****
Interest selects available at +\$16.00/M include:
Bible Devotional
Book Readers
Collectibles
Contributors/Donors
Cooking
Crafts

POPULARITY: 100	
MARKET:	CONSUMER
CHANNELS:	
SOURCE:	DIRECT MAIL SOLD
PRIVACY:	UNKNOWN
DMA?:	YES - MEMBER
STATUS:	STANDARD PROVIDER
GEO:	USA
GENDER:	62% FEMALE 25% MALE
SPENDING:	\$18.00 AVERAGE ORDER
SELECTS	
1 MONTH HOTLINE	\$17.00/M
3 MONTH HOTLINE	\$14.00/M
3RD PARTY BLOW IN	\$10.00/M
6 MONTH HOTLINE	\$12.00/M
ADULT AGE	\$16.00/M
AREA OF INTEREST	\$16.00/M
COA	\$13.00/M
CONTRIBUTERS/DONORS	\$16.00/M
ETHNIC/ETHNICITY	\$16.00/M
GENDER/SEX	\$9.00/M
GIFT GIVERS	\$16.00/M
INCOME SELECT	\$16.00/M
NEW TO FILE	\$16.00/M
NON RECIPROCAL	\$10.00/M
PAID	\$12.00/M
POC	\$16.00/M
POLITICAL PARTY	\$20.00/M
RELIGION	\$16.00/M
RENEWALS	\$16.00/M
SCF	\$9.00/M
SOURCE	\$12.00/M
STATE	\$9.00/M
ZIP	\$9.00/M
ZIP SET UP	\$75.00/F
ADDRESSING	
KEY CODING	\$2.00/M
BUSINESS ADDRESS	\$11.00/M
EMAIL	\$75.00/F
FTP	\$75.00/F
RELATED LISTS	
≡	WILAND PUBLISHING/SUBSCRIBER DATABASE
≡	CONSUMER REPORTS
≡	COLONY BRANDS CATALOGS - MASTERFILE FOR FUNDRAISERS
≡	MAYO CLINIC HEALTH LETTER
≡	PUBLISHERS CLEARING HOUSE
≡	MERCHANDISE BUYERS
≡	WILAND
≡	NONPROFIT/FUNDRAISING/DONOR DATABASE
≡	I-BEHAVIOR DATABASE
≡	CONDE NAST CORPORATE ENHANCED MASTERFILE
≡	MEREDITH DATABASE - MASTERFILE
≡	THE SATURDAY EVENING POST